



IPTC Standards: Roadmap for the period 2003 – 2005

Author: Stéphane Guérillot (with all Working Party chairmen = Standards Steering Committee)
Date: 2003-05-02

1 Action Items

- **IPTC Standards Roadmap 2003 - 2005**
 - Create Roadmap Draft – April in D.C.
 - Prepare for a one/two pages of explanations on why we want to make modifications
 - Priority – short term – is documentation
 - How should our standards be changed?
 - Have NewsML simplified to be the core standard and the other standards organized as payloads
 - (rocket and payloads <=> embedded modules)
 - during this period, maintain the standards as stand alone entities.
 - Identify common Metadata (MD) for each of the standards
 - Open up Metadata to third parties
 - Enhance Digital Rights Management support
 - Should we move to Schemas as the primary reference?
 - Release automated generated schemas for all DTDs by October 2003 (DTD is still the reference)
 - Produce a document with pros & cons
 - Propose a time frame to achieve
 - Define the transition to schema and DTD maintenance
 - Create a common representation of Metadata
 - Study the implementation of topic association
 - (conceptual linking in a standard way)
 - NewsML
 - Identify the real usage of NewsML by the user community
 - Have examples sent to Director
 - Simplification without losing functionality
 - Work on the path shown by Laurent
 - Circulation of the document within the SSC
 - Prepare a PP presentation for Aarhus
 - Study alternative ways of handling controlled vocabularies
 - Internal Technical Architectures
 - Better integration of the various IPTC standards
 - Layout the preferred implementation and organisation of the standards
 - NITF
 - Mature - Minor adjustments (ruby...)
 - Not planning to make major changes...
 - Open the possibility to handle the common Metadata set defined for all standards (after the move to schema to ease namespace inclusion)



- Create more sophisticated examples to show implementation of NITF under NewsML with photo ... whereas the header part would be defined in the NewsItem
 - SportsML
 - Have a common structure and plug-ins for new sports
 - Open the possibility to handle the common Metadata set defined for all standards (after the move to schema to ease namespace inclusion)
 - ProgramGuideML
 - Defined to be included in NewsML
 - To be validated
 - EventsML
 - Gap analysis with existing standards
 - Study the requirements
 - Build or adopt existing standards
 - Topic sets
 - Development of SRS will not affect the roadmap defined for the other standards
 - Harmonisation of topic sets
- Determine who our users are -- May
 - Content Creators
 - Content Receivers / Aggregators
 - Software Vendors
 - Other standards bodies
- Discuss and Revise Roadmap Draft with Membership – June in Aarhus
- Email Survey, with Phone Follow-up – June, July, August (Nexpo in June 16-19 in Vegas – wire services meeting on 18th)
 - What do users need?
 - What standards are they currently using?
 - What are the barriers to NewsML / NITF adoption?
 - What are the cost constraints?
 - What is their opinion of this Roadmap Draft
- Expecting comments by end of August from Members
- Finalize Standards Roadmap – October Meeting
- **Improve our Marketing Materials**
 - Revise IPTC Home Page, and other Home Pages
 - mission statement
 - “elevator pitch” for each standard
 - participants
 - subcommittee: Alan, Walt, Michael, Christian, Chuck. Meeting on May 12 at 11am at NYTimes.
 - Goals of sites
 - Multi-lingualism? Just one page for each standard.
 - Review iptc.org/index.html
 - Business Cases for adopting IPTC standards
 - Add photos of people, documents
 - Want mock-up by Aarhus
 - Want redesigns by Leipzig
 - Fix NewsML Website – asap



- Launch SportsML 1.0 – May 19-ish
 - Press release + updated SportsML.com website
 - Add “tab folder” for SportsML to IPTC, NewsML, NITF
- **Improve our Internal Communications**
 - Posting of meeting papers up at members.iptc.org
 - Document management system?
 - Michael to propose ideas at Aarhus
- **IPTC Evangelism Initiative**
 - Outreach strategy for:
 - other standards bodies – list them
 - W3C, OASIS (Prism, etc.), XrML, ODRL, others?
 - other newsgroups and mailing lists
 - trade shows
 - Discussions at Aarhus – create agenda for discussion beforehand
 - Sending out announcements to audiences broader than just the Yahoo!Groups for each standard
 - Should we hire a person / agency to do this?
 - Initiative would start AFTER Leipzig
- **Improve Technical Documentation**
 - Standardize & improve documentation across the board
 - Examine what’s currently done, plus Laurent’s NewsML Documentation TOC (posted at NewsML Yahoo!Group file upload – Laurent/Michael will circulate to iptc membership before 5/15), plus what other standards have done.
 - Follow common formats for:
 - Overview (like Laurent’s document)
 - Tutorial (like on nitf.org, like the NewsML tree PDF samples) – for the “Newbies”
 - Element/Attribute Documentation (like Alan’s interactive thing, or like Daniel R-M’s internal DTD comments)
 - Detailed Guidelines – for the “Veterans”
 - Including the Conceptual Object Models, etc.
 - Sample Document Instances
 - Standard looks / links on websites, standard emails for committees – sportsml@iptc.org, etc.
 - SSC is the central Steering Committee. Deliverable: presentation for Aarhus to walk through various TechDocs needed, and to recruit volunteers there.
 - Michael to provide list of all standards-related documents

2 Proposed Time Frame

- ◆ October 2003 Roadmap ratification
- Subject to acceptance by the membership:*
- ◆ Simplified NewsML Spring 2004 as a Beta version
 - ◆ AGM 2004 – official release of NewsML 2.0, including documentation and examples
 - ◆ October 2004 Beta version of NITF 4.0, SportsML 2.0
 - ◆ Spring 2005 for the final validation, including the documentation, examples...
 - ◆ AGM 2005 – official release of the IPTC new Standard Suite

SSC = Standards Steering Committee

=== END of document ===